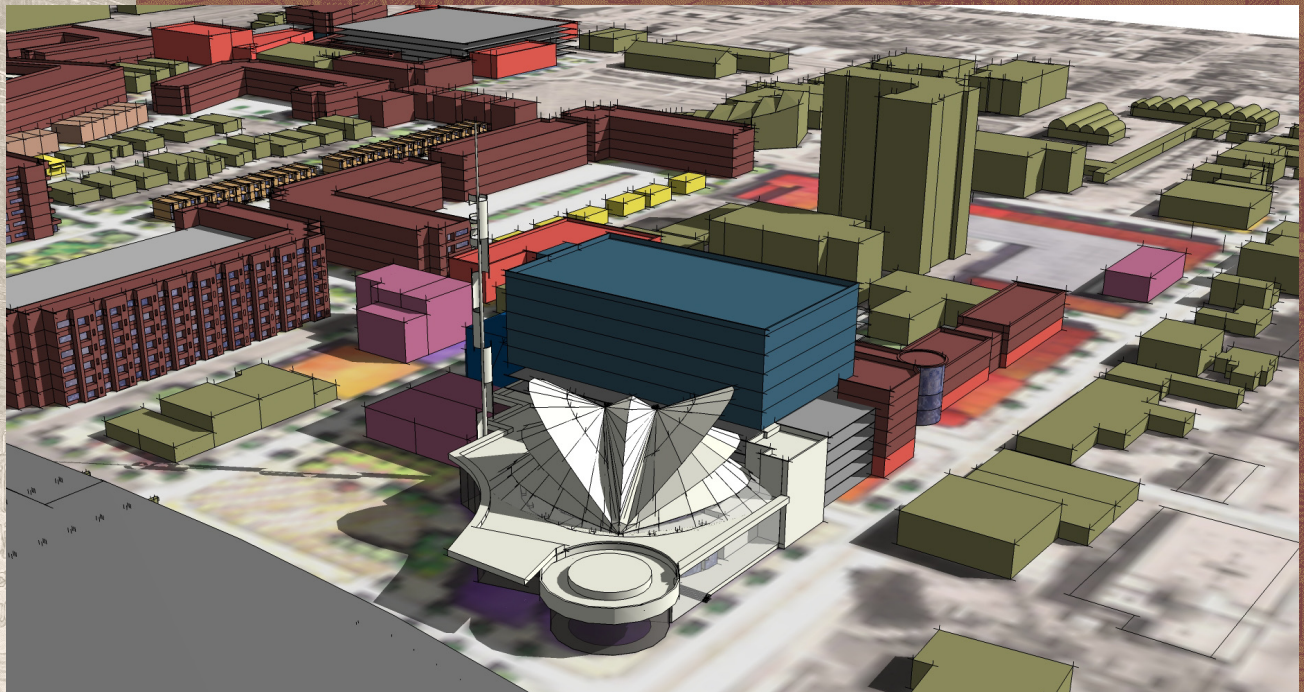


BUTLER - AUBURN REDEVELOPMENT PLAN UPDATE



May 2005

Prepared for: The City of Atlanta

Prepared by: Urban Collage, Inc. / Huntley &
Associates / Market + Main





Credits and Acknowledgements

Our thanks to the following people for their vision and leadership throughout the redevelopment planning process.

City of Atlanta

Bureau of Planning

James E. Shelby, *Acting Commissioner*
Beverly M. Dockeray-Ojo, *Director*
Flor Velarde, *Principal Planner*
Garnett Brown, *Principal Planner*

Urban Design Commission

Karen Huebner, *Executive Director*
Doug Young, *Public Information Officer*

Butler-Auburn Leadership Team

Project Management

Mtamanika Youngblood, *Historic District Development Corporation*
Kwanza Hall, *Atlanta Public Schools / Mactec*

Working Group

Frank Catroppa, *National Park Service, M. L. King National Historic Site*
Chuck Lewis, *Citizen's Trust Bank*
David Patton, *NPU-M*
Janice Perkins, *Odd Fellows Building*
Tony Pope, *Architect*

Consultant Team

Stan Harvey, *AICP, Principal, Urban Collage, Inc.*
John Skach, *AIA, AICP, Project Manager, Urban Collage, Inc.*
Bob Begle, *Principal Urban Designer, Urban Collage, Inc.*
Matt Cherry, *Project Planner, Urban Collage, Inc.*
Alix Wilcox, *Project Planner, Urban Collage, Inc.*
Carolina Blenghini, *Project Intern, Urban Collage, Inc.*
Carlos Garcia, *Project Intern, Urban Collage, Inc.*
Kim Brown, *Associate, Huntley & Associates*
Rick Padgett, *Associate, Huntley & Associates*
Aaron Fortner, *Principal, Market & Main*

Volume One

Table of Contents

Preface

Part One Plan Overview

- 1.1 Study Area Context
- 1.2 Redevelopment Plan Update Process
- 1.3 Primary Themes
 - 1.3.1 *Marketing / Branding / Historic Narrative*
 - 1.3.2 *Catalytic Redevelopment Projects*
 - 1.3.3 *Zoning Changes*
- 1.4 Recent Additional Planning Efforts
- 1.5 Plan Goals and Objectives
 - 1.5.1 *Overall Community Vision*
 - 1.5.2 *Goal #1: Urban Form and Design Enhancement*
 - 1.5.3 *Goal #2: Arts, Culture and History*
 - 1.5.4 *Goal #3: Economic Development and Opportunity*
 - 1.5.5 *Goal #4: Infrastructure and Public Facilities*
 - 1.5.6 *Goal #5: Housing Improvements*
 - 1.5.7 *Goal #6: Social, Human and Community Services*
 - 1.5.8 *Goal #7: Responsibility and Partnership*

Part Two Historical Framework


- 2.1 Historical Context
- 2.2 Historic Districts
 - 2.2.1 *Federal Designation*
 - 2.2.2 *Local Designation*
- 2.3 Similar Examples
- 2.4 The Sweet Auburn Narrative

Part Three Issues and Opportunities

- 3.1 Existing Land Use
- 3.2 Existing Zoning
- 3.3 Existing Building Condition
- 3.4 Existing Building Occupancy
- 3.5 Existing Circulation Framework
- 3.6 Existing Open Space Framework
- 3.7 Significant Property Ownership
- 3.8 Development / Redevelopment Opportunities
- 3.9 Stakeholder Issues
- 3.10 Comparative Findings of Slum and Blight

Part Four Redevelopment Plan Elements

- 4.1 Future Land Use Plan
- 4.2 Future Zoning Plan
 - 4.2.1 *Assessment of Existing Landmark District Provisions*
 - 4.2.2 *Proposed Modifications to Landmark District*
 - 4.2.3 *Proposed Modifications to Other Districts*
- 4.3 Illustrative Plan
- 4.4 Infrastructure and Design

- 
- 4.5 Redevelopment Projects
 - 4.5.1 Project 1: Dobbs Mixed-Use
 - 4.5.2 Project 2: Historic Atlanta Life
 - 4.5.3 Project 3: GSU / Fruit Stand Site
 - 4.5.4 Project 4: Bethel Tower / Beaudry Parking
 - 4.5.5 Project 5: Butler CME / Butler YMCA
 - 4.5.6 Project 6: Herndon Building
 - 4.5.7 Project 7: Cultural Arts Center
 - 4.5.8 Project 8: Hilliard East Frontage
 - 4.5.9 Project 9: Edgewood North Frontage
 - 4.5.10 Project 10: Wheat Street Gardens
 - 4.5.11 Project 11: Atlanta Overlook
 - 4.5.12 Project 12: NPS North Parking
 - 4.5.13 Project 13: Edgewood Gateway
 - 4.5.14 Other Redevelopment Projects
 - 4.5.14.1 Auburn / Edgewood Preservation and Infill (Project Area 14)
 - 4.5.14.2 Peachtree Commercial (Project Area 15)
 - 4.5.14.3 Grady Homes (Project Area 16)
 - 4.5.14.4 Butler Park Residential (Project Area 17)
 - 4.5.14.5 Georgia Railroad Corridor (Project Area 18)
 - 4.6 Public Improvements Plan
 - 4.6.1 Transportation / Circulation Plan
 - 4.6.2 Parks / Open Space Plan
 - 4.6.3 Streetscapes

Part Five Implementation

- 5.1 Implementation Overview
 - 5.1.1 Authority and Scope of Redevelopment Powers
 - 5.1.2 Guiding Principles of Implementation
- 5.2 Implementation Partnership Structure
 - 5.2.1 Primary Implementation Entity
 - 5.2.2 Other Implementation Partners
- 5.3 Redevelopment Financing & Phasing
 - 5.3.1 Redevelopment Costs & Financing
 - 5.3.2 Redevelopment Phasing
- 5.4 Property Acquisition Plan
 - 5.4.1 Acquisition Criteria
 - 5.4.2 Guidelines for Acquisition
 - 5.4.3 Types of Publicly-Assisted Acquisition
- 5.5 Property Disposition & Reuse Plan
 - 5.5.1 Eligible Disposition Areas
 - 5.5.2 Disposition Scope & Intent
 - 5.5.3 Property Reuse Designation
 - 5.5.4 Disposition Policies and Incentives
 - 5.5.5 Disposition Procedures
- 5.6 Relocation Assistance & Potential Demolition
 - 5.6.1 Potential Demolition Sites
 - 5.6.2 Potential Relocation Assistance Needs
- 5.7 Duration & Modification of Controls

Preface

Sweet Auburn Avenue is how John Wesley Dobbs described this stretch of street that, up until the passage of the Civil Rights Act of 1964, was the Main Street of Black Atlanta and the home to individuals and institutions that would grow to national prominence. For Dobbs, Auburn was Sweet because it offered the chance for African-Americans in the Deep South to achieve his essential 'three B's' – books, ballots and bucks - or intellectual, political and economic freedom.

Desegregation and personal mobility coincided with interstate highway construction and the cultural appeal of the suburbs to strip Auburn of many of its residents and vitality. Its historic importance was recognized by landmark zoning status in 1977; yet its prosperity and building stock continued to decline. By the 1990s, Auburn was becoming as blighted as other Atlanta neighborhoods erased by urban renewal. Pressure from the looming 1996 Olympics forced a fresh look at Auburn, and in 1994 the Butler-Auburn Community Redevelopment Plan (CRP) was approved by city council.


Auburn marginally benefited from the Olympics, and in the subsequent eight years little motion had been made on the CRP's recommendations. Now, however, with pressure from a strong market resurgence in urban living, Auburn Avenue is facing challenges to preserve not only its low-scaled historic buildings but its commercial orientation. As such, this 2005 Redevelopment Plan Update combines the earlier CRP's emphasis on specific redevelopment projects with a new sensitivity to Auburn's historic context and narrative.

Text...

Figure I:
Wheat Street, 1890



(Image: Atlanta History Center / Atlanta Then And Now)



The report is divided into two volumes, with Volume One subdivided into four parts to address both the framework of the 1994 CRP and the topical focus on specific catalytic projects and the 'Sweet Auburn Storyline'.

Volume 1

1.0 Plan Overview

Part One describes the structure of the plan, the boundaries, the process and the main themes. The community goals and objectives of the 1994 CRP are reconsidered and validated.

2.0 Historical Framework

Part Two addresses the levels of historic designation and protection in the study area, discusses the historical spectrum of the district, and posits preservation as one of several strategies to illuminate the area's 'Storyline'.

3.0 Issues and Opportunities

Part Three documents existing conditions along the same measures as the 1994 CRP, and describes issues of foremost concern to the community.

4.0 Redevelopment Plan Elements

Part Four focuses on thirteen catalytic redevelopment projects along with recommendations for future land use, zoning and public improvements.

5.0 Implementation and Investment Strategy

Part Five describes strategies, priorities and vehicles for implementation, especially addressing the power of the Eastside Tax Allocation District.

Volume 2

Appendix A

The appendix includes supportive planning documents such as meeting minutes and summaries, zoning text revisions, economic proformas, and analytical maps. A significant portion of the appendix is devoted to details of the catalytic redevelopment projects.

Volume 3

Appendix B

The appendix includes supportive planning documents such as meeting minutes and summaries, zoning text revisions, economic proformas, and analytical maps.